SM/BA 385 – Chapter 3 Assignment

Identifying Revenue Streams

For the same college tournament you chose for Assignment 2, create a revenue forecast for revenue streams covered in this chapter.

–Consider how your selected sports will play a factor in each revenue streams' potential.

–Make sure how you described your event in Assignment 2 matches with the revenue you forecast.

•Rubric:

–Include revenue forecasts for the following streams:

•Ticket Sales (includes price breaks and gross potential estimate)

•Sponsorship and Advertising

•Merchandise (estimate per cap spending)

•Concessions

•Broadcasting

•Participation Fees

•Grants and Donations

–Give a detailed explanation on how you reached each forecast

–Compare your total forecasted revenue with expected costs from Assignment 2

–If there will be no revenue from a stream, explain why

–Make sure the revenue streams match your event